



WHTM
3235 Hoffman Street
PO BOX 5860
Harrisburg, PA 17110-5860

Contract # 199870

Schedule Dates

10/30/12-11/05/12

Advertiser

John McNally/State Sen/Rep (16275)

Agency

Red Maverick Media (5334)

Product

Political-Political (1088)

Brand

POLITICAL (2893)

Salesperson

Berry, Todd (1067)

Sales Office

CONTINENTAL - Philadelphia

Buyer Name

MILLS, GAYLE

Phone/Fax

/

CPE

N/A

Account Types

National/Political Candidate Agency

Billing Type

Standard

Comments

MCNALLY/ST SEN/R
JOHN MCNALLY FOR STATE SENATE

Date Entered 10/30/12

Last Modified 10/30/12

Entered By Nicole Heckard

CO-OP No

Headline # ECR08890196

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$4,173.75

Net Total \$23,651.25

Sales Tax

WHTM Harrisburg (WHTM)

By Broadcast Month Spots Rate

Nov. 2012 83 \$27,825.00

Grand Total: 83 \$27,825.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	4:58A- NEWS-ABC27 NEWS DAYBREAK AT 5A	1	1		1	1	2			5	\$100.00	\$500.00	WHTM Harrisburg (WHTM)		10/30/12
2.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	5:28A- NEWS-ABC27 NEWS DAYBREAK AT 530A	2			1	1	1			5	\$125.00	\$625.00	WHTM Harrisburg (WHTM)		10/30/12
3.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	6A- 6:30A (EST)	1	1		1	2	1			5	\$350.00	\$1,750.00	WHTM Harrisburg (WHTM)		10/30/12
4.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	6:30A- 7A (EST)	1	2		1	1	1			5	\$350.00	\$1,750.00	WHTM Harrisburg (WHTM)		10/30/12
5.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	7A- ABC-GOOD MORNING AMERICA	2	1		1	1	1			5	\$350.00	\$1,750.00	WHTM Harrisburg (WHTM)		10/30/12
6.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	9A- REGIS & KELLY	2	1		1	1	1			5	\$100.00	\$500.00	WHTM Harrisburg (WHTM)		10/30/12
7.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	10:58A- ABC-THE VIEW	2	1		1	1	1			5	\$150.00	\$750.00	WHTM Harrisburg (WHTM)		10/30/12
7.0.1	Preempt	10/31/12															WHTM Harrisburg (WHTM)	Oversold/Exception -	
7.0.2	Preempt	11/02/12															WHTM Harrisburg (WHTM)	No Clear/Rate/Exception -	
7.0.3	Preempt	11/01/12															WHTM Harrisburg (WHTM)	No Clear/Rate/Exception -	
7.0.4	Preempt	11/05/12															WHTM Harrisburg (WHTM)	Pre-Empty/Exception -	
7.0.5	Preempt	11/05/12															WHTM Harrisburg (WHTM)	Oversold/Exception -	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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403 N 2nd Street
Harrisburg, PA 17101

Contract # 199870

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CONTINENTAL - Philadelphia

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8.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	12P- NEWS-ABC27 NEWS AT 12P	1	2		1	1	1			5	\$150.00	\$750.00	WHTM Harrisburg (WHTM)		10/30/12
9.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	2P- ABC-GENERAL HOSPITAL	1	1		1	1	2			2	\$100.00	\$200.00	WHTM Harrisburg (WHTM)		10/30/12
9.0.1	Preempt	11/02/12															WHTM Harrisburg (WHTM)	No Clear/Rate/Exception -	
9.0.2	Preempt	11/02/12															WHTM Harrisburg (WHTM)	No Clear/Rate/Exception -	
9.0.3	Preempt	11/01/12															WHTM Harrisburg (WHTM)	No Clear/Rate/Exception -	
10.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	4:58-3:30P- S:30P (EST)	2	2		1	1	1			5	\$400.00	\$2,000.00	WHTM Harrisburg (WHTM)	NEWS	10/30/12
11.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	5:30P- 5:57:56P (EST)	1	1		1	1	2			5	\$400.00	\$2,000.00	WHTM Harrisburg (WHTM)		10/30/12
12.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	5:57P- NEWS-ABC27 NEWS AT 6P	2	2		1	1	1			5	\$500.00	\$2,500.00	WHTM Harrisburg (WHTM)		10/30/12
13.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	7P- NEWS-ABC27 NEWS SATURDAY AT 7P							2		2	\$200.00	\$400.00	WHTM Harrisburg (WHTM)		10/30/12
14.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	6:30P- ABC-ABC WORLD NEWS	1	1		X	X	X				\$600.00		WHTM Harrisburg (WHTM)		10/30/12
14.0.1	Preempt	10/31/12															WHTM Harrisburg (WHTM)	No Clear/Rate/Exception -	

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Salesperson

Berry, Todd (1067)

Sales Office

CONTINENTAL - Philadelphia

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MILLS,GAYLE

Phone/Fax

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15.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	7P- NEWS-ABC27 NEWS AT 7P	1	2		1	1	1			5	\$300.00	\$1,500.00	WHTM Harrisburg (WHTM)		10/30/12
16.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	6P- NEWS-ABC27 NEWS SUNDAY AT 6P	1								2	\$300.00	\$600.00	WHTM Harrisburg (WHTM)		10/30/12
17.0	Normal Line / SPOT	10/31/12-11/05/12	3	:30	11P- 11:35P (EST)	1	2		1	1	2			8	\$400.00	\$3,200.00	WHTM Harrisburg (WHTM)		10/30/12
18.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	11:30P- NEWS-ABC27 NEWS @ 11PM (LATE RUN)	1					2			2	\$100.00	\$200.00	WHTM Harrisburg (WHTM)		10/30/12
19.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	11:30P- NEWS-ABC27 NEWS AT 1130P SUNDAY	1								2	\$100.00	\$200.00	WHTM Harrisburg (WHTM)		10/30/12
20.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7:57P- ABC-DANCING WITH THE STARS	1	1							1	\$2,500.00	\$2,500.00	WHTM Harrisburg (WHTM)		10/30/12
21.0	Normal Line / SPOT	10/30/12-10/30/12	3	:30	7:57P- ABC-DANCING WITH THE STARS RESULTS	1									\$2,500.00		WHTM Harrisburg (WHTM)		10/30/12
21.0.1	Preempt	10/30/12															WHTM Harrisburg (WHTM)	No Avail/Exception -	
22.0	Revised Line / SPOT	11/01/12-11/01/12	3	:30	7:57P- ABC-CMA AWARDS	1				2							WHTM Harrisburg (WHTM)		10/30/12
22.1	Normal Line / SPOT	11/01/12-11/01/12	1	:30	7:57P- ABC-CMA AWARDS	1				2				2	\$1,500.00	\$3,000.00	WHTM Harrisburg (WHTM)		10/30/12
23.0	Normal Line / SPOT	10/31/12-10/31/12	3	:30	7:57:56P- 9P (EST)	1			1					1	\$1,200.00	\$1,200.00	WHTM Harrisburg (WHTM)	MIDDLE/NEIGHBORS	10/30/12

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Nicole Heckard

CO-OP

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ECR08890196

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Normal

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15.00

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\$4,173.75

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\$23,651.25

Sales Tax

WHTM Harrisburg (WHTM)

By Broadcast Month

Nov. 2012

Grand Total:

Spots

83

83

Rate

\$27,825.00

\$27,825.00

CONFIRMATION CONTRACT

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RED MAVERICK MEDIA, LLC
403 N 2ND ST FLR 2
HARRISBURG, PA 17101

PNC BANK, N.A. DOD

1275

90-1272013
006

10/29/2012

PAY TO THE ORDER OF WHTM

\$ 27,178.75

Twenty-Seven Thousand One Hundred Seventy-Eight and 75/100

DOLLARS

WHTM
Paul Roda
3235 Hoffman Street
Harrisburg, PA 17110

MEMO
Media Buy - McNally


AUTHORIZED SIGNATURE

⑆001275⑆ ⑆031312738⑆ 5113702132⑆

Details on Back

Security Features Included

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WJTM	Date: 10/22/12
--------------------------------------	--------------------------

I, Ray Zaborney

being/on behalf of: John McNally

qualified candidate of the Republican

political

party for the office of: State Senate

in the General

election to be held on: 11-6-12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:	\$19,375.
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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
-----------------------	-------

I, Ray Zaborney,
being/on behalf of: _____,
a legally _____,
qualified candidate of the Republican political

party for the office of: _____
in the General election to be held on: 11-6-12

do hereby request station time as follows:

Broadcast Length	Time of Day/Rotation of Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

RED MAVERICK MEDIA, LLC
401 N 2ND ST
HARRISBURG, PA 17101

PNC Bank, N.A. 040
Central PA

60-1273/313
008

1247

10/22/2012

\$ **16,468.75

PAY TO THE ORDER OF WHTM

Sixteen Thousand Four Hundred Sixty-Eight and 75/100 *****

DOLLARS

MEMO
WHTM
Paul Roda
3235 Hoffman Street
Harrisburg, PA 17110
McNally Media Buy

AUTHORIZED SIGNATURE

MP

RED MAVERICK MEDIA, LLC

WHTM

Date 10/22/2012 Bill Type Reference

Original Amt. 16,468.75

Balance Due 16,468.75

10/22/2012 Discount

Payment 16,468.75
Check Amount 16,468.75

Red Maverick Media L McNally Media Buy

16,468.75

1247